

# ART THERAPY RESOURCES



## COPYWRITING CHECKLIST

### **DESCRIBE YOU**

- What is your role?
- What is your background?
- What attributes do you bring to your service that make it unique?

### **DESCRIBE YOUR SERVICE**

- How would you describe your service?
- What is unique about your service?
- What are the benefits of your service?
- What problem does your service solve?

### **FIND YOUR IDEAL CLIENT**

- Who currently uses your service?
- Who is the ideal client of your service?

### **OBSTACLES YOUR CLIENT FACES**

- What are the obstacles your client currently faces?
- What are obstacles to undertaking therapy?
- What obstacles might your client have using your service?

### **WRITING HEADLINES**

- Is your headline unique and avoids using clichés?
- Is your headline specific?
- Does your headline convey a solution to a problem?
- Does your headline contain jargon?

### **WRITING CONTENT**

- Is your content conversational?
- Does your content contain short paragraphs?
- Have you edited your content?
- Has your content identified your client's problem?
- Does your content contain an actionable call to action?
- Does your content help to reduce confusion and uncertainty about therapy?
- Does your content help to reduce confusion and uncertainty about using your service?